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FEATURES

The Summer Bookselling Climate—HOT and MILD and Unseasonably COLD 19

PW's annual summer bookstore survey finds sales all over the lot, with the worst results in the Northeast, but with some areas of the country showing extraordinary growth.

By John Mutter and Maureen O'Brien

Remainders: Controlling the Flood 23

The economic climate has inundated the market with product, both high and low. Here's how some of the leading houses are coping.

By Amanda Smith

PW International S1–S16

Message from the Pacific Rim ... Australia: A Silver Lining ... Ireland: A New Buoyancy ... Irish Pre-Press ... Canada: Feeling the Pinch ... Rights Marketplace

DEPARTMENTS

NEWS OF THE WEEK 8

HBJ Posts Quarterly Loss; New General Cinema Offer Rumored

Schwartz Named COO, CFO Of Putnam Berkley Group

Ann Dilworth Leaves Addison-Wesley After 18 Years

13th New York Is Book Country Scheduled for September 15

Authors Guild 'Appalled' By AAP Letter Criticizing Cheever Ruling

Berlitz Reports Quarterly Sales Gain, but Income Declines

Pearson U.K. Profits Fall, Book Units Lose £13.4 Million

TRADE NEWS 32

The Art of Publishing
Popular Science Books

Short Takes

CHILDREN'S AUDIO/VIDEO 38

VSDA in Las Vegas

Children's Audio Reviews

PW INTERVIEWS 40

Agnes de Mille

FORECASTS 42

Fiction 42
Nonfiction 48
Paperbacks 53
How-To Books 58
Children's Books 60

COLUMNS

Highlights 5
Letters 6
Calendar 6
People 16
Bookends 18
Talk of the Trade 28
Paperback Bestsellers 30
Hardcover Bestsellers 31
Weekly Exchange 69
Children's Bestsellers 72

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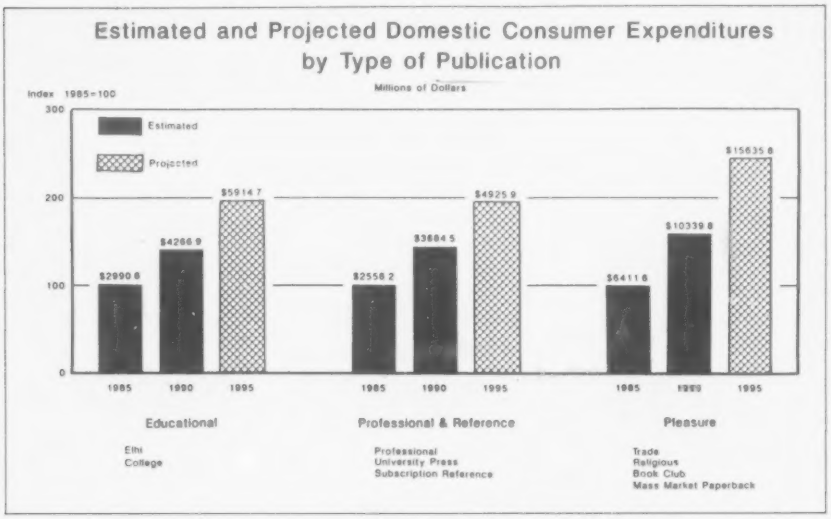

DOMESTIC CONSUMER EXPENDITURES (MIL. $)

	ESTIMATED EXPENDITURES		PROJECTED EXPENDITURES
	1985	1990	1995
TRADE (TOTAL)	3660.0	6497.0	10548.8
ADULT TRADE (TOTAL)	2871.2	4776.8	7468.5
Hardbound	1791.4	2921.1	4553.1
Paperbound	1079.8	1855.7	2915.4
JUVENILE TRADE (TOTAL)	788.8	1721.0	3080.3
Hardbound	572.1	1234.4	2215.2
Paperbound	216.7	486.6	865.1
RELIGIOUS (TOTAL)	925.6	1361.9	1723.5
Hardbound	545.7	870.2	1095.6
Paperbound	379.9	491.7	627.9
PROFESSIONAL (TOTAL)	2043.4	2956.8	4018.5
Hardbound	1452.2	2119.3	2883.6
Paperbound	591.2	837.5	1134.98
BOOK CLUBS (TOTAL)	581.5	704.7	910.6
Hardbound	454.5	560.1	714.4
Paperbound	127.0	144.6	196.2
MAIL ORDER PUBLICATIONS	650.1	751.7	1061.4
MASS MARKET PPRBK—RACK SIZE	1244.5	1775.4	2452.9
UNIVERSITY PRESS (TOTAL)	172.8	284.1	413.8
Hardbound	122.3	193.4	233.1
Paperbound	50.5	90.7	180.7
ELHI (TOTAL)	1415.3	1947.9	2582.8
Hardbound	820.9	1072.8	1443.7
Paperbound	594.4	875.1	1139.1
COLLEGE (TOTAL)	1575.3	2319.0	3331.9
Hardbound	1217.5	1622.6	2332.6
Paperbound	357.8	696.4	999.3
SUBSCRIPTION REFERENCE	342.0	443.6	493.6

Prepared by the Book Industry Study Group

Prospects for considerable growth *in consumer expenditures on books are outlined in a new Trends study from the Book Industry Study Group. The projections above represent an average compound annual growth rate from 1990-95 of 10.2% in trade books (compared with 12.2% from 1985–90); religious 4.8% (8%); professional 6.3% (7.7%); book clubs 5.3% (3.9%); mail order 7.1% (3%); mass market paperbacks 6.7% (7.4%); university press 7.8% (10.5%) elhi 5.8% (6.6%); college 7.5% (8%); and subscription reference 2.2% (5.3%).*

Pearson U.K. Profits Fall, Book Units Lose £13.4 Million

Half-year results for the period to June 30 revealed a sharp fall in 1991 profits for Britain's Pearson, with its book publishing subsidiaries recording total losses of £13.4 million in comparison to the half-year profit of £2.1 million for the same period last year.

Overall, pretax profits of £40.7 million represent a drop of 58.4% compared to the £97.9 million recorded in the first half of 1990. Of the three book publishing groups in the Pearson fold, Longman just managed to break even, whereas last year's first half saw a £5.9 million profit. Addison-Wesley's losses of £6.5 million compare with losses of £3.7 million last year. Even though A-W is traditionally even more dependent on second-half sales than most publishing groups, this nevertheless represents losses 75.7% higher.

Penguin Loss

At Penguin a loss of £1 million in the first half of 1990 has been converted into losses as high as £8 million. Penguin Group U.K.'s managing director Trevor Glover told *PW*: "The losses were fairly evenly distributed throughout most markets, though Australia did relatively well. But a significant contributor to the half-year losses was the U.S. Smithmark company, dealing in bargain books and remainders, which has now been sold."

In his chairman's statement, Pearson's Lord Blakenham referred to "weak demand across the board in the U.K. and in trade books in the U.S., together with a higher number than usual of books returned unsold." However he maintained that "educational publishing in the U.S. . . .laid a good foundation for growth in its very important second half." —VIVIENNE MENKES